



# **Violence and Injury Prevention Project on the United States – México border (VIP Project)**

## **Technical and Financial Report**

**THIRD QUARTER  
(July - September 2012)**

USAID Technical Office, Education and Health USAID México

**Grant No. :** AID-523-G-10-000001 (002134)

**Grantee:** Pan American Health Organization, World Health Organization Regional Office (PAHO/WHO)

**Coordinator:** Dra. Maria Teresa Cerqueira, Chief, Office for the PAHO/WHO United States – México border.

## QUARTERLY TECHNICAL REPORT

Report corresponding to the period: July 1<sup>st</sup> to September 30<sup>th</sup> 2012

### Summary:

**Objective 1: Consolidate the Observatory with a greater institutional capacity and professional collaboration.**

**1.1.1 Implement strategies and processes of collaboration in order to improve the infrastructure of IT, develop datum standards, and improve the collection, exchange, and dissemination of information.**

Degree of progress

Planning	Implementation	Finished
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### Relevant activities



Ten desk computers and a server from databases were donated to the Ministry of Health. The computers will be used in the Psychological Care Units Model (MAPS) in order to support the process of collection and analysis of information on mental health. The database server will concentrate and organize information from the Secretariat and with the installation of MS Sharepoint

may facilitate the exchange of working papers and other information to the various programs of the Secretariat.



The equipment Server was acquired from databases to the Observatory, which will permit the implementation of the Automated System of Indicators II (IEF II), with greater capacity for information storage and processing. The server will be installed in the UACJ and service management and the Information Technology area UACJ will provide maintenance.

### 1.1.2 Advise the institutions of the Observatory on the design and implementation of information systems, including the installation and the configuration of IT infrastructure.

Degree of progress		
Planning	Implementation	Finished

#### Relevant activities

Development SHIELD Public Safety System was completed. Unfortunately still have not contacted the Secretary of Public Safety for his interest in the system and continue their participation in the Observatory.



Development system for receiving reports of DIF (PROTEGE), which facilitates the process of gathering information about allegations of child abuse, and the generation of statistical analysis and exchange of information with the Observatory is completed. The Attorney for the defense of children and the family now depends on the state DIF, so they contact the manager to introduce the PROTECT system and negotiate their participation in the Observatory. Development of the second phase of PROTEGE that includes the electronic file is suspended up to knowing the interest of the new authorities.

The development of the information system SIADICC to the Ministry of Health, which allows the incorporation of information from addictions program, was completed.

Started to design of the Information System on violence against women for the Chihuahua Women's Institute.

### **1.2.1. Develop Comprehensive Geo-spatial Analysis by the IMIP, including the printing of maps and the production of files kml for the use of the basis the Web.**

Degree of progress



Relevant activities

The review of the four volumes of space Diagnosis Ciudad Juárez was finished and ready for printing. Foul determine the number of copies to print.



The planning started for the preparation of the spatial analysis of Incidentalidad road 2011-2012 in collaboration with the IMIP, necessary input for the Juarez Road Safety Plan.

### **1.2.2 Continue the development of the Information System of the Automated System of Indicators of the Phase II, including the monitoring and the municipal and local monitoring of the protective factors and of risk.**

Degree of progress



Relevant activities

Phase II of the Automated System Indicator, which allows the incorporation of databases on any subject and comparing the same event with information from various sources was completed.

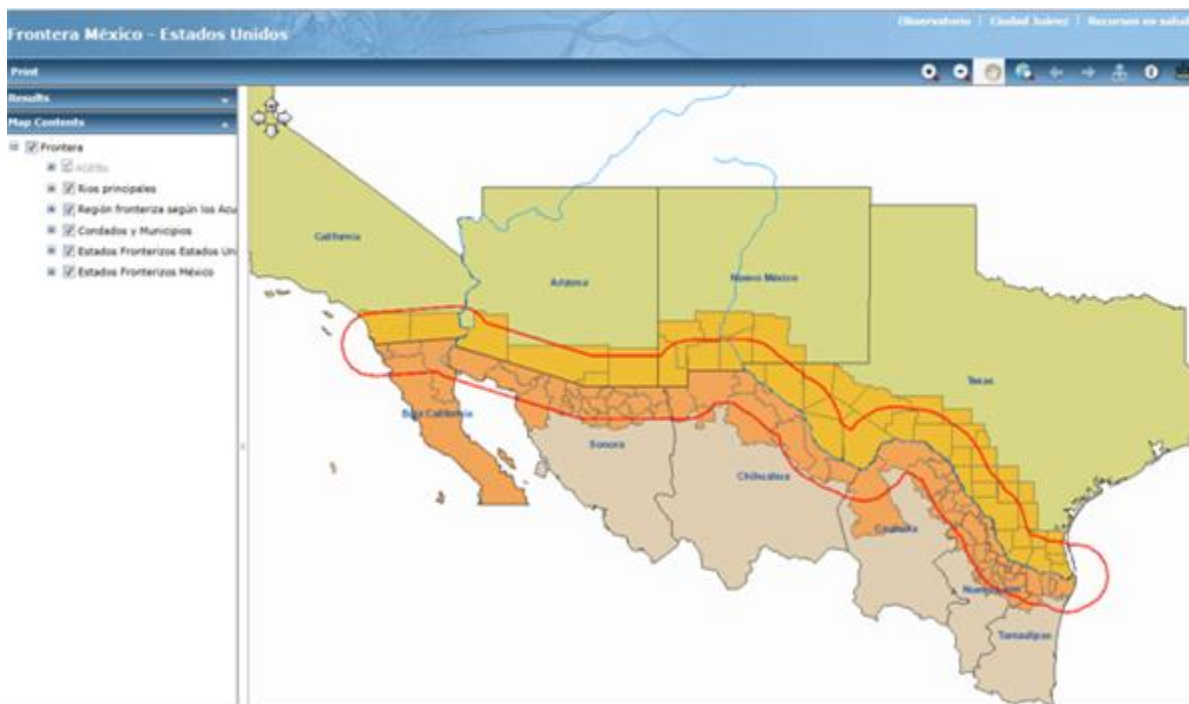
### 1.2.3. Develop GIS Website border prevention of violence and injuries, including technical specifications for the acquisition of geographic data and socio-economic.

Degree of progress

Planning	Implementation	Finished
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#### Relevant activities

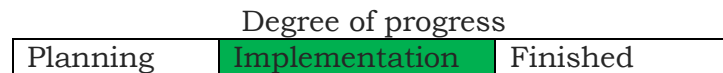
Demographic information on 41 municipalities that compose the northern border of the Mexican Republic this available in interactive maps on the Internet in the website of the Observatory: <http://mapas.observatoriodejuarez.org/frontera/>.



**Objective 2 Strengthen the capacity of primary care providers and social service, first responders and community organizations to implement strategies, programs and services to prevent violence and injuries, through technical cooperation and training of multipliers.**

**2.1.1 Design and operate a local-municipal system of comprehensive training in violence and injury prevention TEACH VIP**

**2.1.2. Produce and distribute multimedia materials and local content to explain the concepts and lessons of TEACH VIP.**



*Relevant activities:*

The TEACH-VIP training was conducted in partnership with the Observatory for Citizen Security and Coexistence of Ciudad Juárez, who coordinated the call to various public institutions and civil society partners and collaborators. It was had the participation of 21 people linked to the following institutions:

- Youth Integration Centers
- Ministry of Health of Chihuahua
- Secretariat of Education Culture and Sport
- PAHO/WHO
- Municipal Planning and Research Institute
- Municipal Integral Family Development
- Autonomous University of City Juárez
  - Assistant Director's Office of Social and Community Action
  - Observatory of Social Safety and Living Together
  - Academics

## **EVALUATION**

We evaluated 15 participants who completed the training, the course overall was excellent with 4.6 on a scale of 1 to 5, with 5 being excellent.

The lowest score was obtained by asking whether the time defined for the event was adequate with a score of 4.1



The most outstanding points were “The instructor showed dominate of the subject” and “The relationship between the instructor and the participants was”

### **PHOTOS**



In terms of capacity building for violence prevention with a focus on Public Safety and Public Health, in conjunction with the Autonomous University of Ciudad Juarez, the Attorney General of the State, the Executive Secretariat of the National System of Public Security and the State Board of public Safety Diploma in public Safety and violence Prevention which aims created: Updates to responsible for the design, planning and implementation of public policies to prevent violence at the highest level and strengthen skills and competencies of social and community stakeholders involved in violence prevention strategies and care for victims.

The course began on 1 June and ends in October, with the participation of national and international experts from different areas of specialization.

The modules given during the quarter were:

MODULE	SUBJECTS	DURATION	RESPONSIBLE
4: Citizenization of the public safety and proximity police  13 and 14 July Chihuahua	<ul style="list-style-type: none"> <li>- Social anthropology and public safety</li> <li>- Community police model or of proximity</li> <li>- Alternative citizen participation</li> <li>- Prevention models: situational and social</li> <li>- Notions of participation: reasons, reasons, and opportunities of citizen participation</li> <li>- Proximity police in the democratic societies</li> </ul>	10 hours	Dr. María Eugenia Suárez de Garay Doctor in Social Anthropology by the Universidad Autónoma de Barcelona, Spain Professor-Investigator of the Universidad de Guadalajara
5: Safety and human rights  27 and 28 July Juarez, Chihuahua	<ul style="list-style-type: none"> <li>- The human rights</li> <li>- The police, the armed forces, and the intelligence services: areas of influence</li> <li>- General overview of the intelligence services</li> <li>- Detention, questioning, and torture</li> <li>- New threats to the safety</li> <li>- Violence and crime</li> <li>- Public safety</li> <li>- The human dimension of the police work</li> </ul>	10 hours	Dr. Jean Cadet Odimba, of the Autonomous Universidad de San Nicolás Hidalgo, in Morelia, Michoacán
6: Citizen	- Society models	10 hours	Dr. Martin Gabriel



<p>participation and prevention of the crime</p> <p>10 and 11 August Juarez</p>	<ul style="list-style-type: none"> <li>- Voice mechanisms citizen</li> <li>- Typology of the prevention</li> <li>- Primary prevention from a comparative perspective</li> <li>- Plural society, citizenship, and citizen participation</li> </ul>		<p>Barrón Cruz INACIPE</p>
<p>7a: Public Safety Policies</p> <p>31 August Juarez</p>		4 hours	<p>Dr. Gemma Galdón Clavell. Doctor in Analysis of Public Policies by the Universidad Autónoma de Barcelona.</p>
<p>7b: Public Safety Policies</p> <p>7 September Juarez</p>		4 hours	<p>Dr. Gemma Galdón Clavell. Doctor in Analysis of Public Policies by the Universidad Autónoma de Barcelona.</p>
<p>8: The prevention and social retraining in Mexico</p> <p>21 and 22 September Chihuahua, Chihuahua</p>	<ul style="list-style-type: none"> <li>- History of the application of the grief's and of the production systems</li> <li>- History of the application of the grief's in Mexico</li> <li>- The grief exclusive to the freedom</li> <li>- The ideology of the control through the grief's and of the safety measures</li> <li>- The political-legal postmodernism in penitentiary matter</li> <li>- The human rights in the seclusion centers</li> </ul>	10 hours	<p>Mr. René Alvarado</p>

### 2.2.2. Train the instructors as multipliers in primary care mental health and violence prevention evidence based.

Degree of progress

Planning	Implementation	Finished
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#### Relevant activities

Were conducted coordination meetings with coaches who were trained from 17 to 19 April with the intervention guidelines mhGAP (Program of Action to reduce the gap in Mental Health for its acronym in English) as part of the strategy to integrate mental health into primary care in Ciudad Juarez. Facilitators undertake to train in three replicates disorder depression and other emotional disorders significantly with primary care staff of Ministry of Health the following dates:

- I. October 25 and 26
- II. November 15 and 16
- III. December 1 and 2

Subsequently facilitators will have the opportunity to attend regional training mhGAP II which will be held from 19 to 23 November in Panama City.



### **2.3.1. Supporting Community Development Centers that promote youth violence prevention and mental health promotion and**

### **2.4.1 Design a plan to help the Community Development Centers to promote the prevention of youth violence and the promotion of health by supporting social networks and coalitions.**

Degree of progress		
Planning	Implementation	Finished

#### *Relevant activities*

Were conducted monthly monitoring meetings on 6 July, 3 August and 7 September in which knowledge of the promoters were strengthened in mental health and followed up on the activities conducted in community centers. So far developers have impacted more than 7,000 people in 32 community centers working.

At monthly meetings took place the coordination of mental health fair on the occasion of the celebration of World Mental Health Day with the theme "Depression. The Fair is planned to carry out in 8 headquarters of community centers, state and CAIHSM for which the promoters will be the managers, organizers and participants.

At the meeting of July 6 was attended CEPAVI staff who gave basic training to fill a filter surveys at community centers and detect situations of violence. These filters were used to form the groups of psycho-education provided by the same institution in preventing gender violence for victims and generators of violence.

There was also at that meeting with the participation of staff CAIHSM Ministry of Health who conducted grief therapy and psycho-educational workshops at community centers that deal with people in mental health promoters. The psychologists of CAIHSM performed during the three monthly meetings training and psycho-educational workshops with the promoters.

#### **2.4.4 Support the strategies of the Subgroup of Mental Health for the promotion and prevention in mental health, as well as care of victims in order to reduce the violence impact.**

Degree of progress		
Planning	Implementation	Finished

##### *Relevant activities*

The validation meeting Assessment Instrument Mental Health on August 30 for which a validation meeting 10 public institutions that provided the information to the consultant who performed the AIMS of which was called was held attended by the following:

Public Institutions
<ul style="list-style-type: none"><li>• <b>Chihuahua Institute of Health</b></li><li>• <b>Sanitary Jurisdiction II</b></li><li>• <b>Civil Liberty Hospital</b></li><li>• <b>Women's Justice Center</b></li><li>• <b>Integral Family Development</b></li><li>• <b>CEPAVI</b></li><li>• <b>CAHISM</b></li></ul>

From this validation meeting was held a discussion and analysis of the state mental health system in Juarez for which the following suggestions were made:

- Affect the public policies so that greater financing is granted to the mental health services in primary care.
- Reduce the academic offer in the local universities for the career of psychology since there are many professionals in the area and little offer of work.
- Affect the university curricula and in the academic offer so that the psychiatric nursing career and the psychiatry specialty are offered.

It initiated the course in Management in Mental Health virtually which virtually attending staff of the Ministry of Health and Sanitary District. The main objective of the course is to provide an international approach to work locally on programs, action plans and projects in mental health. The course will take place from August 2012 to February 2013 virtually and face a week in Guatemala, Guatemala from 12 to 16 November 2012. The attendees will have the opportunity to share and enrich experiences with participants from 32 countries and global experts from PAHO / WHO.

**2.5.1 Organize a forum with speakers in order to disseminate the best practices and lessons learned evidence-based (mental health, substance abuse, violence, etc).**

Degree of progress		
Planning	Implementation	Finished

*Relevant activities:*

Technical report of the Summit of Health and Human Security is attached.

**2.5.2 Translate and disseminate information on best practices on prevention and treatment, including mental health promotion.**

Degree of progress		
Planning	Implementation	Finished

Authorization was received from WHO for the translation of *The Evidence: Violence Prevention* and is in the process of selection of suppliers for the printing.



**2.5.3 Evaluate with the municipal authorities the program in progress DWI.**

Degree of progress		
Planning	Implementation	Finished

*Relevant activities*

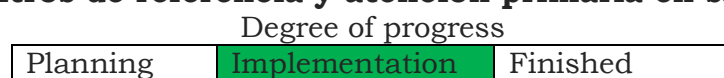
An external consultant was selected for a period from 1 July to 15 November in order to carry out to prepare the following products:

- Inspection of the state of the art on blood alcohol and the corresponding legal framework.
- Conceptual Framework.

- Analysis of the operational operation of the General Directorate of Transit.
  - Procedures
  - Training
  - Equipment
- Tool analysis and initiatives of the General Directorate of Transit.
  - The utilization of the Geographic Information System
  - Road Safety Initiatives
- Road incidents whose cause is related to alcohol consumption
  - Quantitative analysis 2007-2012 (spatial mapping)
  - Qualitative analysis 2007-2012
- Alcoholometry operatives in Juarez.
  - Principal findings of road incidents caused by the alcohol
  - Assessment of the results of the municipal government
  - Opinions of key actors
- Public policy recommendations.
  - The alcohol as a public health problem
  - Best national and international practices

**Objective 3. Support interventions to prevent violence and injuries to improve their knowledge management and dissemination, such as the media, documentation of best practices, development of scientific research and the use / access to evidence-based information decisions.**

**3.1.1 Desarrollar una campaña de sensibilización multi-estratégica, multi-medios y multi-socios, dirigida a jóvenes en riesgo, sus familias y potenciales centros de referencia y atención primaria en salud.**



## **Diagnosis to implement the workshops**

### **July 16 to 31, 2012**

In order to have information to make decisions about the planning, design and execution of the workshops, a diagnosis through a survey that was applied to the mental health promoters VIP project was conducted. The interview was conducted via phone calls and personally. We interviewed 39 of the 45 promoters of mental health that existed in July 2012 and which were conducting activities in 16 community centers. Questions that were made helped get information on the following issues:

- Population with which they worked.
- Principal problems that it serves as mental health promoter.
- Topics that are worked on.
- Number of people and age of people who form the groups with those which already worked.
- Workshops of art that they offered in each community center.
- Schedules available in the center to be able to open new workshops.
- Type of spaces and infrastructure with those which they counted the community centers.
- Days and schedules with those which it was had more participation and assistance of children, young people, and adults of until 29 years, who were our target group in this part of the communication strategy. Although other groups of different ages were also documented.

The diagnosis made it possible to select some centers community where there were held the workshops, as well as the type and intensity of promotion that should be made in each of them to be able to attract the participants of the proposed ages in the communication strategy for these art workshops.



### **Building a communications strategy multi - institutional August 13, 2013.**

In order to create an advisory committee of the communication strategy to take decisions on the definition of the themes and messages that the focus for the social campaign, invited several representatives of government institutions and civil organizations in Ciudad Juarez working with victims of violence. Committee members attended the workshop Building a strategy of multi - institutional communication , which aimed participants submit and share campaigns and / or communication materials and experiences in preventing violence they have used in their institution, such as posters , brochures , advertisements , etc. . , in order to know what types of messages and media are being used for the prevention of violence.

It was also important to define collegiate slogans and messages of prevention and care issues of communication strategy : Child abuse , emphasizing discipline without hitting, corporal punishment and psychological abuse , sexual violence , domestic violence, teen dating , with emphasis on relationships of all kinds without violence , violence among youths with emphasis on bullying , gangs , road safety and other crime.

#### **The participating agencies were:**

Chihuahua Women's Institute , CONAVIM , Training and Family Development BC Network for the Rights of Children in Ciudad Juarez AC , International Youth Foundation, Deputy Legal and Social Assistance , Justice Center for Women , Casa Amiga Esther Chavez Cano, Red Mesa de Mujeres AC Ciudad Juarez and the Special Prosecutor for Attention to Women Victims of Crime by Reason of Gender . **We counted a total of 15 attendees from these organizations and PAHO staff 5.**

Workshops were organized for different government and non-governmental organizations to share and work on the issues of youth violence , child abuse and domestic violence.

The members of the advisory committee designed seven messages to the strategy ( 3 issue of child abuse, domestic violence and 3 1 youth violence ) .

Because the workbench youth violence only created a message , then it was necessary to gather a group composed of young students and young instructors support art workshops . That was how he finally had 10 messages of support to the communication strategy for the prevention of violence and injuries.

It is noteworthy that the messages and slogans made in this workshop topics were subsequently worked on art workshops that were held in community centers in Ciudad Juarez, as screen printing, photography, clay and graffiti. The products generated in these art workshops will be part of the Communication Strategy for the Prevention of Violence and Injury. In addition to these messages and slogans and Radio spots will be made, as well as posters to promote the prevention of violence and injuries in Ciudad Juarez.

### **Training to instructors of art 29 August 2012.**

Instructors who developed art courses introducing prevention messages of violence and injury, received training prior to the start of the workshop , which had the following objectives :

- Understand the Communication Strategy in Preventing Violence and Injury contribute and how art workshops .
- Understand the terms of reference for the work of the instructor.
- Becoming sensitive to the concept of Violence and Mental Health .
- Take collective decisions regarding the planning and delivery of courses and materials to use.
- Clearing doubts about his participation as instructors.

Topics addressed included VIP Communication Strategy Project, Terms of Reference, Planning and Delivery of workshops , Violence and Injury from the Public Health and Prevention Promontory Mental Health Violence and Injury .

It was attended by 19 students and 3 instructors UACJ who worked as assistant instructors in art courses. All participants had the opportunity to meet the communication strategy of the Draft Violence and Injury Prevention and its role in the workshops to promote the prevention of violence and injuries. Also had the opportunity to analyze and reflect on the concepts of violence and injuries from the public health as well as the role of the promoter in mental health , the benefits of art therapy and the skills that the instructor must possess , among which are found the active listening , empathy , objectivity and integrity. Participated in various techniques that led to reflection and development of the above skills.

The last part of the workshop resulted in four working groups , according to develop the workshops were made : photography , clay , screen-print and graffiti , where instructors worked collegially educational planning and BOM use as well as the products obtained in each workshop , products related messages that the Advisory Committee Communication Strategy Project VIP

previously performed .

The Pan American Health Organization launched in late July a call for art instructors invite the border to participate as instructors in this project. The notice was published in different social networks and universities in Ciudad Juarez.

### **Art workshops**

#### **18-30 September 2012.**

Some children, adolescents, and adults of Juarez had the opportunity to take various art workshops, as silkscreen, graffiti, Plasticine, and photography. The principal topics of the manufactured goods were of peace and prevention of violence.

The 24 workshops to be given among the months of September and November, 15 initiated in September. In September there were given 6 courses of Plasticine, 6 of photography and 3 of silkscreen.

The community centers in which the workshops that initiated in September were developed were the following ones:

<b>MUNICIPAL</b>	<b>STATE</b>	<b>UACJ</b>
Francisco Villarreal	Altavista	Chaveña
Lucio Cabañas	Morelos	Luis Olague
Palo Chino	Revolución Mexicana	
Felipe Angel	La Cuesta	
Frida Kahlo	División del Norte	
Santiago Troncoso		
Granjas Unidas		

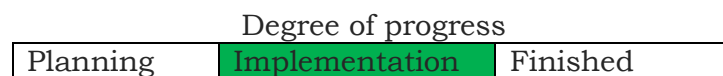
The workshops of Plasticine and photography were approached to children from 6 to 12 years and those of serigrafía for people from among 13 and 29 years; however, in one of the workshops of silkscreen given in September in the community center Granjas Unidas, assisted people from among 15 and 53 years, which gave an interesting and fruitful variant to the strategy of communication, since the older people were organized in order to form a group that permits them the self-employment in a business of serigrafía.

The workshops had different schedules, in accordance with the community center. It should be noted that the function of the promoters was very important in order to achieve the number of participants desired by each course, since they were those which did various tasks of promotion around the community centers and neighboring colonies, in addition supported in the management of spaces for the workshops of art.

There was also had students of the UACJ who they collaborated as those present of support of the courses, and there were who they were in charge of documenting day to day the sessions of the workshops through photographs and notes.

The participants to the workshops created messages, figures, and images that support the messages of the strategy of communication of the Project of Violence Prevention and Injuries. Each workshop had 15 those present on average, which means that between the month of September and October approximately 225 children, adolescents, and adults benefited directly from these courses.

### **3.1.3 Develop and implement the Plan of Monitoring and Evaluation of Performance.**



Relevant activities

In the second semester of 2012 there were devised 12 indicators for the monitoring of the project, during the third quarter they will be devised the indicators of evaluation.

#### *Indicators*

1. *NUMBER OF PUBLIC INSTITUTIONS STRENGTHEN WITH IT INFRASTRUCTURE*
2. *NUMBER OF PUBLIC INSTITUTIONS STRENGTHENED WITH DATA COLLECTION AND ANALYSIS*
3. *NUMBER OF VIP TOPICS THAT AUTOMATED INFORMATION SYSTEM (IEF) COLLECTS, PROCESSES AND DISPLAYS.*
4. *NUMBER OF MENTAL HEALTH INSTITUTIONS COLLABORATING WITH WHO-Assessment Instrument in Mental Health System (WHO-AIMS)*
5. *NUMBER OF MODULES OF THE VIP CAPACITY ENHANCEMENT SYSTEM (TEACH-VIP, VIOLENCE PREVENTION SEMINAR AND COMMUNITY TOOLS) DEVELOPED OR ADAPATED.*
6. *NUMBER OF TRAINEES THAT PARTICIPATED IN AT LEAST ONE MODULE OF THE VIP CAPACITY ENHANCEMENT SYSTEM.*
7. *NUMBER OF TRAINEES AT THE PRIMARY CARE LEVEL AND SPECIALTY SERVICES.*
8. *PERCENT OF THE TRAINEES TRAINED BY PRIMARY CARE MULTIPLIERS (3 MULTIPLIERS) IN MhGAP*
9. *NUMBER OF SOCIAL COMMUNICATION PRODUCTS DEVELOPED (BY FORMAT TYPE)*
10. *NUMBER OF EVENTS TO STRENGTHEN CAPACITY OF COMMUNICATIONS/JOURNALISM PROFESSIONALS*
11. *NUMBER OF MEETINGS OF THE EXECUTIVE COMMITTEE.*
12. *SCIENTIFIC ARTICLES AND POLICY BRIEFS PRODUCED*

### **3.2.2 Present the Model of the Observatory in two more cities of the border and evaluate the possibilities and the capacities of infrastructure in order to integrate a new observatory or already build on one existing.**

Degree of progress		
Planning	Implementation	Finished

In Reynosa, Tamaulipas was scheduled the presentation of the project VIP, as well as other local experiences for 5 November, in addition from 6 to 8 of the same month will be held a workshop of Violence Prevention and Injuries for public servants of the three areas of government.

They are scheduled the visits to Tijuana and Mexicali, Baja California of the days 12 to 15 November 2012. With an agenda that it includes the presentation of local experiences, the presentation of the project VIP, as well as a workshop Taking Into Consideration acute Post-traumatic Stress, for personnel that sees victims.

### **3.3.1. Organize meetings, prepare, and circulate minutes, as well as facilitate the participation of the representatives of the integrating institutions the Executive Committee of the Director.**

### **3.3.2 Organize meetings, prepare, and circulate minutes, as well as facilitate the participation of experts in the Technical Advisory Committee.**

Degree of progress		
Planning	Implementation	Finished

### **Relevant activities**

The session of the Executive Committee was carried out in the month August. The minutes, list of assistance and another relevant information is published in the *SharePoint* of violence prevention and injuries <http://share.infofrontera.org/violencia/vip/default.aspx>

### **3.4.3**

The special issue of the Pan American Journal of the Health in Health and Human Safety. Already this published on line in the portal of the Pan American Journal of Public Health from 1 June and the version printed for 30 July. <http://new.paho.org/journal>

Its massive dissemination will be made during the month of August. And again at the Summit of Human Safety in September.

The dissemination of the journal includes interviews in public address and video with the editors and authors of the articles. That they will be being recorded from 8 June to 30 July.

- 2 Editorials
- 2 Special reports
- 7 Original research articles
- 1 Opinion and analysis
- 2 Brief communications